Report for 2023 WordPress Annual Survey

Compiled by Dan Soschin for WordPress.org

Overview

- The survey has run annually for about a decade-plus
- Seeks to capture sentiment, identify trends, and provide actionable insight about the project at a high level
- In 2023, the survey ran from Sept 22 through Nov 10 (about six weeks)
- Promotion
  - Various web banners throughout the WordPress.org website
  - Social media posts on the official WordPress channels
  - Blog posts by WordPress.com, Hostinger, and Bluehost
  - Emails to clients at Hostinger
  - Posts to Making WordPress Slack
  - Coverage by Search Engine Journal, Post Status, WPTavern, and others
  - WPBriefing podcast coverage

Updates for 2023

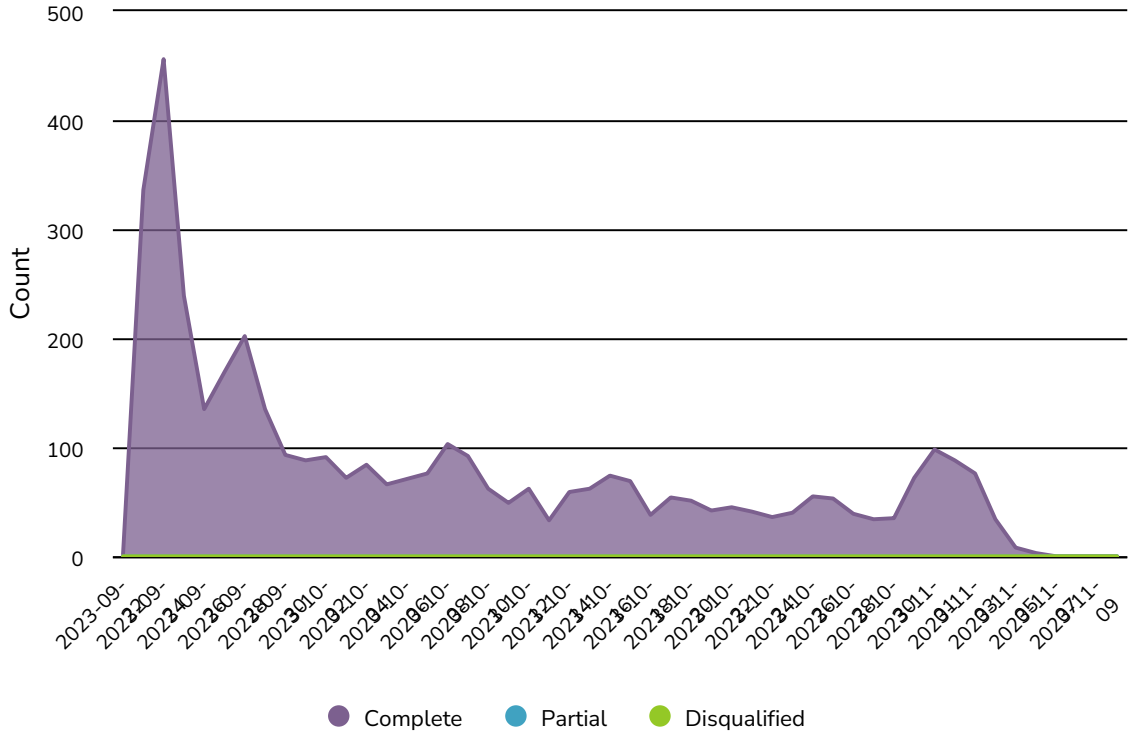
- Updated questions for clarity (wording)
- New questions reflecting the WordPress roadmap and sentiment; retired some questions that were no longer providing value
- Single database for all translated surveys (in prior years, separate standalone surveys were created for EACH language. Those answers were then translated back to English, mapped to their English answer equivalents, and then combined in Excel for analysis. In 2023, this is no longer required! All answers are stored in English in a single database for analysis. Translations are shown at the UI level only.
- Updated language set - added some new languages contributed by the community.
- New platform (Alchemer) provides advanced functionality, multi-lingual support, improved analysis and reporting, improved accessibility, and an improved UI for end users.

Completions

Completion Rate:	**100%**	
	Complete	3,922

Totals: 3,922

Completions Over Time



Completions by Year

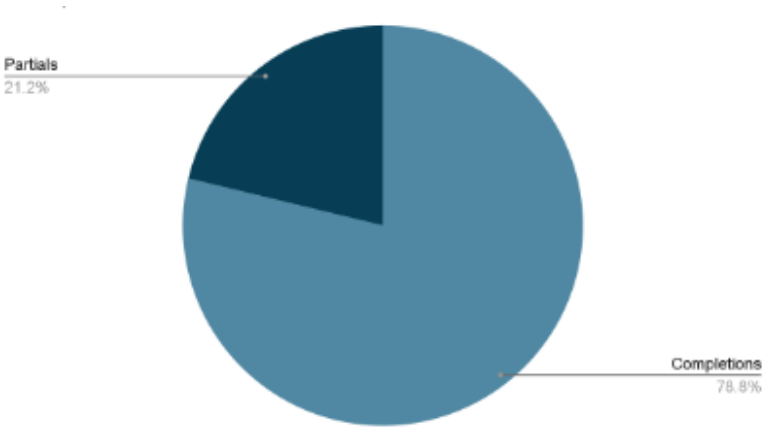
Completions were up 17% year over year but fell short of recovering to 2021's level of >7,000, which was the goal for this year.

The line chart above confirms analysis from prior years that length of time does not strongly correlate with an increase in completions. Note the spike at the end corresponding to three days of social media posts announcing the close of the survey window.

Completions in Prior Years

Year	Submissions
2015	45,995
2016	15,585
2017	16,245
2019	6,203
2020	17,295
2021	7,710
2022	3,357
2023	3,922

Completion Rate



- The completion rate for 2023 was 79% compared to 63% in 2022, an increase of 25% y/y and 58% compared to 2021.
- In 2022, there were approximately 1,971 partial submissions; in 2023 this decreased to 1,075.
- A new metric captured is views of the survey without answering a question, which totaled approximately 11,153.
- Possible explanations:
  - Increased publicity of the survey, including to groups outside of the previously targeted groups, including Hostinger WordPress clients, for example
  - Some comments regarding the survey among a select group of contributors on Twitter and Slack
  - More impressions of the survey link on the WordPress.org website
  - Directly linking to the survey vs the /news post in certain promotions
- The completion rate was approximately 2x on desktop vs mobile

Completions by Language

In 2023, Italian was discontinued, and four additional languages were added (Portuguese, Swedish, Persian, and Armenian).

English increased significantly, likely because the survey defaults to English, and then respondents must select an alternate language from a menu.

Language	2023 Completions	2023 %	2022 %	2022 Completions
English	2974	76%	57%	1889
French	258	7%	10%	337
Spanish	208	5%	8%	272
German	123	3%	8%	276
Japanese	99	3%	6%	205
Russian	79	2%	7%	237
Portuguese	75	2%	n/a	n/a
Swedish	54	1%	n/a	n/a
Persian	49	1%	n/a	n/a
Armenian	3	0%	n/a	n/a

1. Would you recommend WordPress to friends, colleagues, or clients?

NPS® Score: 30.1

Promoters	52.9%	2,072
Passives	24.3%	951
Detractors	22.8%	894

Totals: 3,917

NPS Comments

- NPS for Contributors = 27.9
- NPS for Non-Contributors = 32
- Prior Years
  - 2023 30.1 (blended across all respondents)
  - 2022 38-41*
  - 2021 45
  - 2020 42

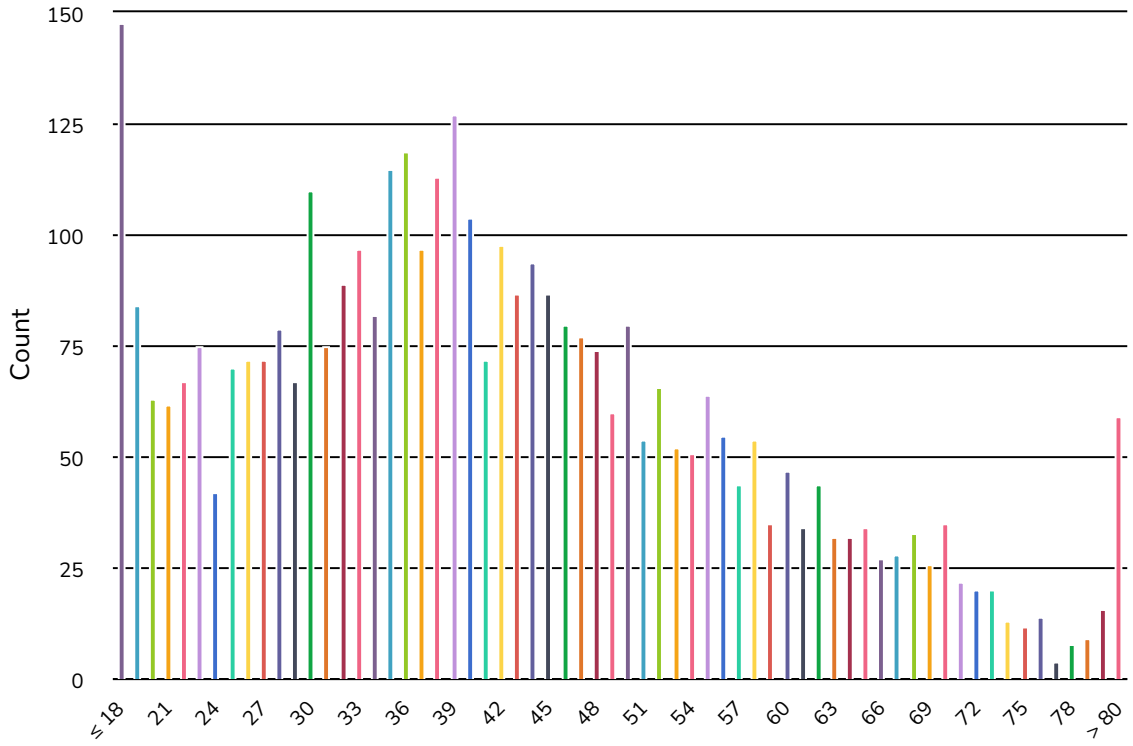
**In 2022, we asked NPS twice, once at the beginning of the survey (41) and once at the end (38)*

2. Age Percentiles

Value	Percent	Responses
Teens	6.0%	232
20s	17.2%	669
30s	26.4%	1,024
40s	21.5%	833
50s	14.3%	555
60s	8.7%	337
70s	4.0%	157
>=80	1.9%	75

Totals: 3,882

3. Age Distribution



Age Notes

- No significant changes year/year.
- Teens, 20s, 50s, 80s up slightly
- 30s, 40s, 60s down slightly
- 70s about the same

4. Country of Residence

Value	Percent	Responses
United States	21.6%	837
United Kingdom	5.9%	230
France	5.1%	199
India	4.2%	165
Canada	3.9%	151

Totals: 3,883

Value	Percent	Responses
Germany	3.1%	119
Japan	2.7%	105
Australia	2.5%	97
Spain	2.4%	92
Netherlands	2.3%	90
Pakistan	2.3%	89
Sweden	2.1%	83
Italy	1.8%	71
Brazil	1.8%	69
Iran	1.8%	69
Bangladesh	1.7%	66
Afghanistan	1.4%	55
Russia	1.2%	47
Denmark	1.2%	46
Poland	1.0%	38
Israel	1.0%	37
Bulgaria	0.9%	36
Indonesia	0.9%	36
Switzerland	0.9%	36
Greece	0.9%	35
Mexico	0.8%	33
Norway	0.8%	32
Nigeria	0.8%	31

Totals: 3,883

Value	Percent	Responses	
Colombia		0.8%	30
Ethiopia		0.7%	28
Algeria		0.7%	27
South Africa		0.7%	26
Austria		0.6%	25
New Zealand		0.6%	24
Thailand		0.6%	24
Angola		0.5%	21
Belgium		0.5%	21
Turkey		0.5%	21
Antigua and Barbuda		0.5%	20
Romania		0.5%	20
Albania		0.5%	18
Argentina		0.5%	18
Finland		0.5%	18
Portugal		0.4%	17
Taiwan		0.4%	17
Serbia		0.4%	16
China		0.4%	15
Hungary		0.4%	15
Zimbabwe		0.4%	15
Andorra		0.4%	14

Totals: 3,883

Value	Percent	Responses	
Bolivia		0.4%	14
Ireland		0.4%	14
Macedonia		0.4%	14
Ukraine		0.4%	14
Vietnam		0.4%	14
Armenia		0.3%	13
Nepal		0.3%	13
Czech Republic		0.3%	12
Egypt		0.3%	12
Morocco		0.3%	12
Kenya		0.3%	11
Philippines		0.3%	11
United Arab Emirates		0.3%	10
Cambodia		0.2%	9
Chile		0.2%	9
Costa Rica		0.2%	9
Croatia		0.2%	9
Lithuania		0.2%	9
Malaysia		0.2%	9
Ecuador		0.2%	8
Saudi Arabia		0.2%	8
Georgia		0.2%	7
Venezuela		0.2%	7

Totals: 3,883

Value	Percent	Responses	
Ghana		0.2%	6
Myanmar		0.2%	6
Singapore		0.2%	6
Tunisia		0.2%	6
Uzbekistan		0.2%	6
Belarus		0.1%	5
Dominican Republic		0.1%	5
Jordan		0.1%	5
Peru		0.1%	5
Senegal		0.1%	5
Belize		0.1%	4
Bosnia and Herzegovina		0.1%	4
El Salvador		0.1%	4
Hong Kong		0.1%	4
Iraq		0.1%	4
Latvia		0.1%	4
Somalia		0.1%	4
Sri Lanka		0.1%	4
Benin		0.1%	3
Cote d'Ivoire		0.1%	3
Estonia		0.1%	3
Kyrgyzstan		0.1%	3
Malta		0.1%	3

Totals: 3,883

Value	Percent	Responses	
Mongolia		0.1%	3
Panama		0.1%	3
Slovakia		0.1%	3
Slovenia		0.1%	3
South Korea		0.1%	3
Uganda		0.1%	3
Uruguay		0.1%	3
Azerbaijan		0.1%	2
Bahamas, The		0.1%	2
Burkina Faso		0.1%	2
Cameroon		0.1%	2
Cuba		0.1%	2
Cyprus		0.1%	2
Djibouti		0.1%	2
Guyana		0.1%	2
Holy See		0.1%	2
Kazakhstan		0.1%	2
Kosovo		0.1%	2
Laos		0.1%	2
Nicaragua		0.1%	2
Oman		0.1%	2
Sudan		0.1%	2
Swaziland		0.1%	2

Totals: 3,883

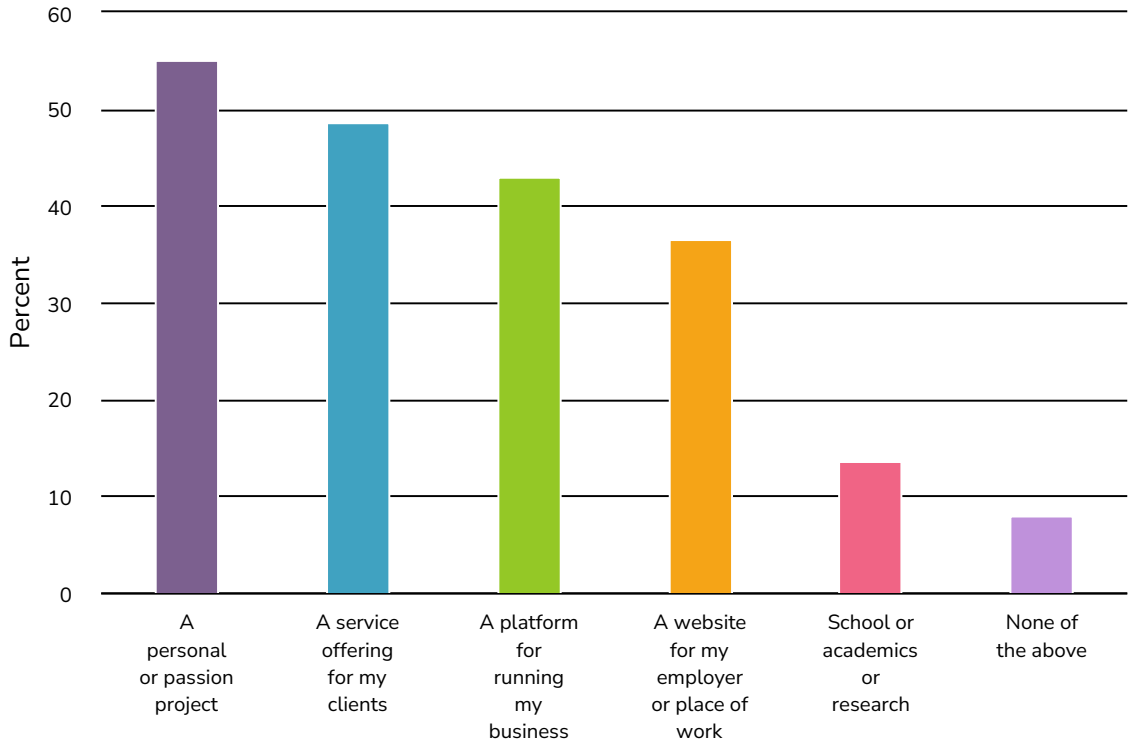
Value	Percent	Responses	
Togo		0.1%	2
Zambia		0.1%	2
Barbados		0.0%	1
Burundi		0.0%	1
Central African Republic		0.0%	1
Chad		0.0%	1
Congo, Democratic Republic of the		0.0%	1
Congo, Republic of the		0.0%	1
Dominica		0.0%	1
East Timor (see Timor-Leste)		0.0%	1
Fiji		0.0%	1
Guatemala		0.0%	1
Guinea		0.0%	1
Guinea-Bissau		0.0%	1
Haiti		0.0%	1
Honduras		0.0%	1
Jamaica		0.0%	1
Kuwait		0.0%	1
Lesotho		0.0%	1
Macau		0.0%	1
Marshall Islands		0.0%	1
Mauritius		0.0%	1
Moldova		0.0%	1

Totals: 3,883

Value	Percent	Responses	
Mozambique		0.0%	1
Namibia		0.0%	1
Niger		0.0%	1
Palau		0.0%	1
Paraguay		0.0%	1
Qatar		0.0%	1
Seychelles		0.0%	1
Sierra Leone		0.0%	1
Tajikistan		0.0%	1
Vanuatu		0.0%	1
Yemen		0.0%	1

Totals: 3,883

5. What do you use WordPress for? (Select all that apply)

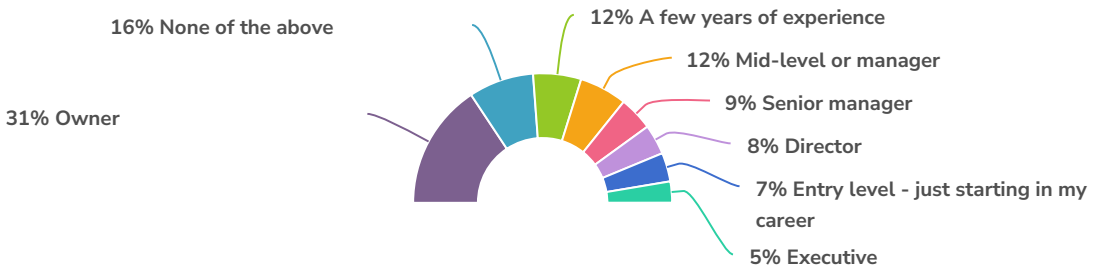


Value	Percent	Responses
A personal or passion project	55.1%	2,139
A service offering for my clients	48.8%	1,894
A platform for running my business	43.1%	1,673
A website for my employer or place of work	36.7%	1,424
School or academics or research	13.7%	531
None of the above	8.1%	315

Question 5 Analysis

- All categories **increased** significantly except for “school, academics, research,” which decreased significantly.
- "None of the above" increased from 3% in 2022 to 8% in 2023.

6. Your current position or role. (Select one)



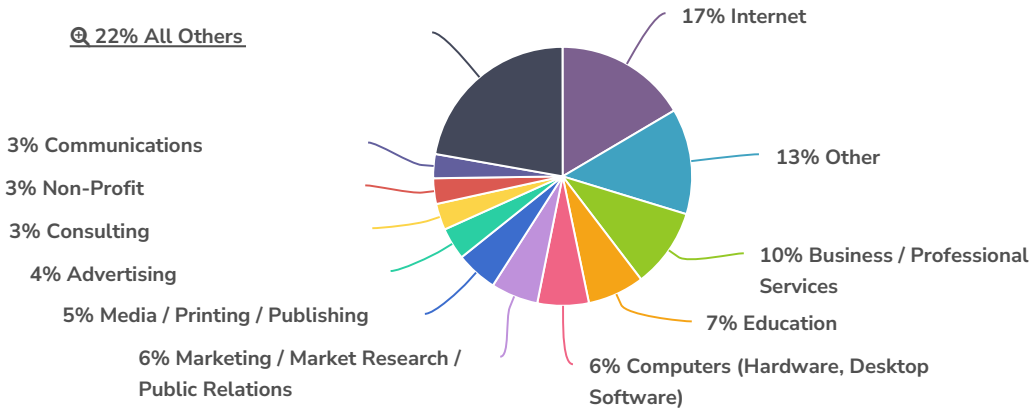
Value	Percent	Responses
Owner	31.4%	1,218
None of the above	16.3%	631
A few years of experience	12.0%	467
Mid-level or manager	11.9%	462
Senior manager	8.5%	329
Director	7.5%	292
Entry level - just starting in my career	7.2%	278
Executive	5.3%	206

Totals: 3,883

Question 6 Analysis

- “Entry level” decreased by 35%
- “Executive” increased by 75%
- All other answers remained relatively unchanged.

7. Industry? (Select one.)



Value	Percent	Responses
Internet	16.5%	641
Other	13.2%	514
Business / Professional Services	9.9%	384
Education	7.1%	274
Computers (Hardware, Desktop Software)	6.4%	247
Marketing / Market Research / Public Relations	5.9%	229

Totals: 3,883

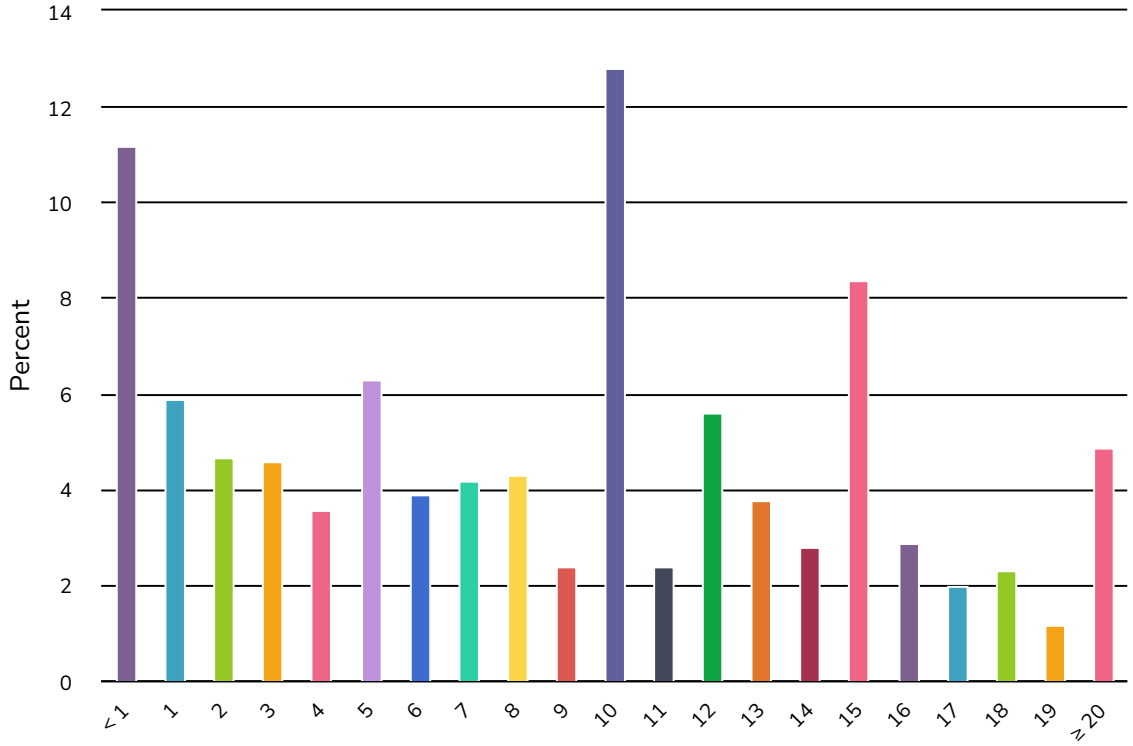
Value	Percent	Responses
Media / Printing / Publishing	5.2%	203
Advertising	4.0%	157
Consulting	3.3%	129
Non-Profit	3.2%	125
Communications	3.0%	118
Accounting	2.8%	110
Entertainment / Recreation	2.0%	79
Healthcare / Medical	1.7%	65
Retail	1.6%	62
Engineering / Architecture	1.5%	58
Business Services (Hotels, Lodging Places)	1.2%	45
Agriculture / Forestry / Fishing	1.1%	42
Government / Military	1.1%	42
Aerospace / Aviation / Automotive	1.0%	39
Finance / Banking / Insurance	1.0%	37
Construction / Home Improvement	0.9%	34
Biotechnology	0.8%	32
Legal	0.7%	28
Manufacturing	0.7%	27
Wholesale	0.7%	27
Food Service	0.7%	26

Totals: 3,883

Value	Percent	Responses	
Research / Science		0.6%	25
Telecommunications		0.6%	24
Real Estate		0.5%	20
Utilities		0.4%	17
Transportation / Distribution		0.4%	14
Mining		0.1%	5
Pharmaceutical / Chemical		0.1%	4

Totals: 3,883

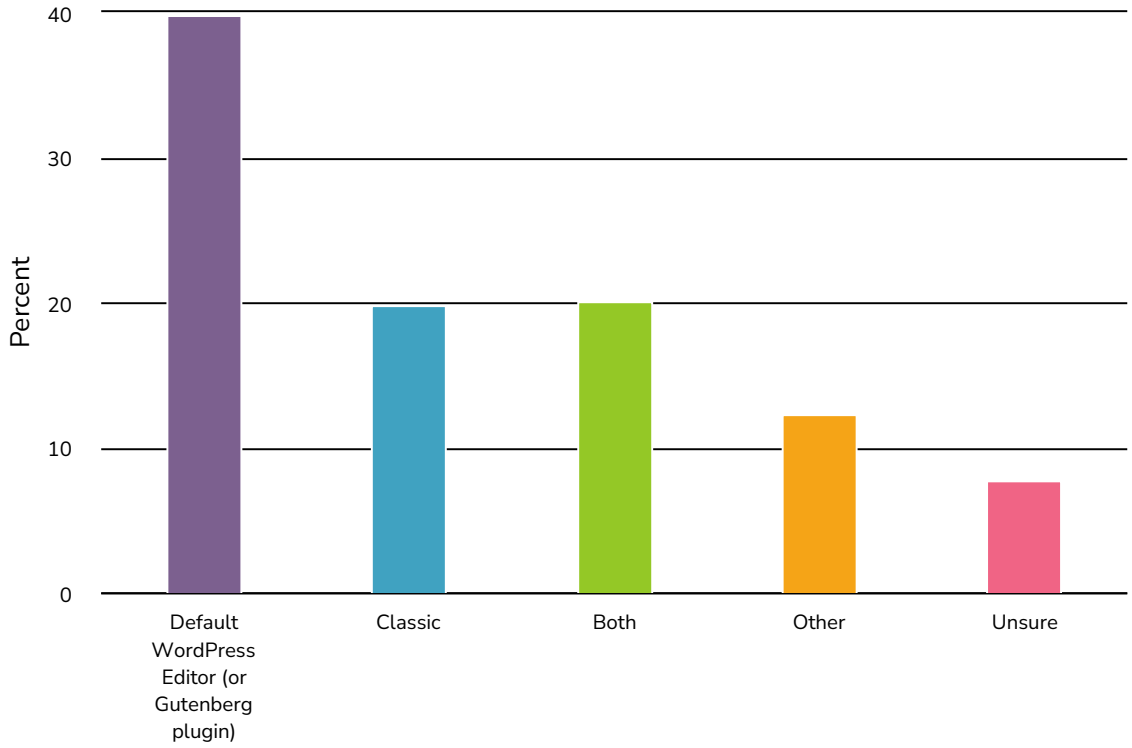
8. How long have you been using WordPress? (Years)



Question 8 Analysis

- Similar trend line as 2022
- Spikes at 1, 5, 10, 15, & 20 likely due to respondents estimating

9. Which editor do you use for managing post/page content? (Select one)



Value	Percent	Responses
Default WordPress Editor (or Gutenberg plugin)	39.9%	1,547
Classic	19.9%	771
Both	20.2%	783
Other	12.3%	477
Unsure	7.8%	304

Totals: 3,882

Question 9 Analysis

- **2020 >> 37% Gutenberg**
  41% Classic
  37% Gutenberg
  22% Unsure
- **2021 >> 34% Gutenberg**
  36% Classic
  34% Gutenberg
  30% Unsure
- **2022 >> 54% Gutenberg**
  27% Classic
  28% Gutenberg
  26% Both
  19% Unsure
- **2023 >> 60% Gutenberg**
  40% Default (Block/GB plugin)
  20% Classic
  20% Both
  12% Other
  08% Unsure

10. The WordPress Site Editor meets my needs for building websites.

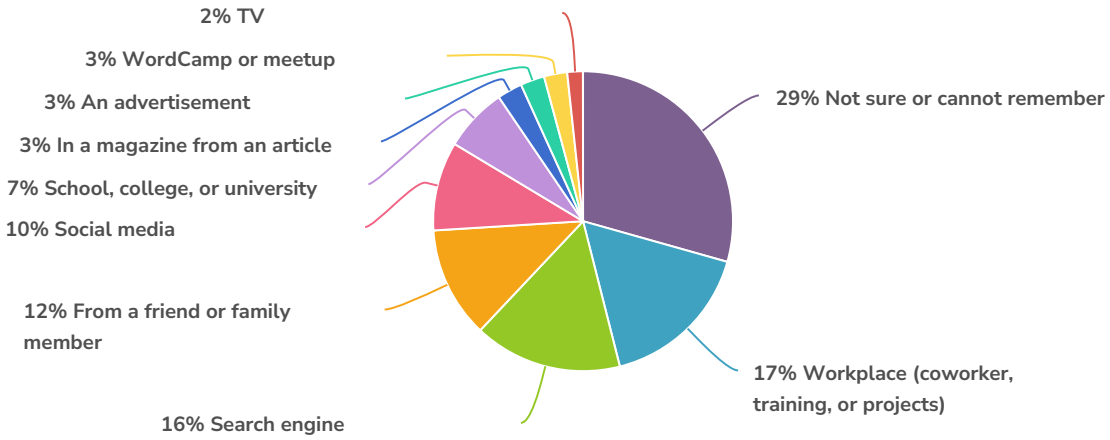
Value	Percent	Responses
Strongly disagree	13.4%	519
Disagree	15.2%	591
Neutral	26.3%	1,023
Agree	32.6%	1,266
Strongly agree	12.5%	484

Totals: 3,883

Question 10 Analysis

This was a new question for 2023. 45% of respondents indicate that the editor meets their needs when it comes to building websites.

11. How did you discover WordPress? (Select one)



Value	Percent	Responses
Not sure or cannot remember	29.4%	1,143
Workplace (coworker, training, or projects)	16.7%	648
Search engine	16.0%	621
From a friend or family member	12.0%	465
Social media	9.6%	372
School, college, or university	6.9%	267
In a magazine from an article	2.7%	103
An advertisement	2.6%	101
WordCamp or meetup	2.5%	96
TV	1.7%	67

Totals: 3,883

12. In 2023, have you... (Select all that apply)

Value	Percent	Responses
Used WordPress to publish content	66.5%	2,582
Continued to learn about WordPress	61.1%	2,374
Built sites for others using WordPress	51.7%	2,008
Used WordPress to run or advertise a business	44.6%	1,732

Value	Percent	Responses
Taught others how to use WordPress	43.5%	1,689
Created a plugin, theme, or style variation for WordPress	32.9%	1,278
Posted/tweeted/shared information about WordPress on social media	29.2%	1,133
Watched a video or joined an online session from learn.wordpress.org	19.1%	741
Attended, spoke at, volunteered at, or organized a meetup or WordCamp	16.3%	634
Answered a question in the WordPress.org forums	15.1%	587
Commented on a post or subscribed to a site on make.wordpress.org	15.0%	582
Listened to a podcast on wordpress.org	14.5%	563
Written or created media about WordPress for a news or media site	14.4%	558
Contributed to a WordPress team	13.3%	516
Joined the Making WordPress Slack Workspace	12.1%	469
Submitted a WordPress bug or enhancement in GitHub or Trac	11.9%	464
Created block patterns in the Patterns Directory	9.0%	351
None of the above	8.1%	316
Contributed to WordPress documentation	7.5%	293

Question 12 Analysis

Most categories saw increases of 10-25%

- **Significant Decreases:**
  - 74% Written about WP
  - 50% None of the above
- **Significant Increases**
  - 27% Watched a video on learn.wordpress.org
  - 25% Participated in a meetup/WordCamp
  - 25% Commented/subscribed to a post on wp.org
  - 45% Listened to WP briefing
  - 33% Contributed to WP
  - 33% Joined Making WP Slack
  - 80% Created a block pattern in the Patterns Directory
  - 25% Contributed to WP documentation

13. I am familiar with block themes and block plugins.

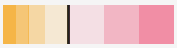
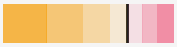
Value	Percent	Responses
Strongly disagree	7.3%	160
Disagree	9.9%	217
Neutral	21.8%	481
Agree	39.6%	872
Strongly agree	21.5%	473

Totals: 2,203

Question 13 Analysis

- In prior years, we asked if you or your team built blocks in the new site editor (in 2020, 39% said yes; in 2021, 58% said yes.)
- In 2022, we asked if you have used blocks in the new site editor, and 53% said yes.
- This year, 61% are familiar with block themes and plugins.

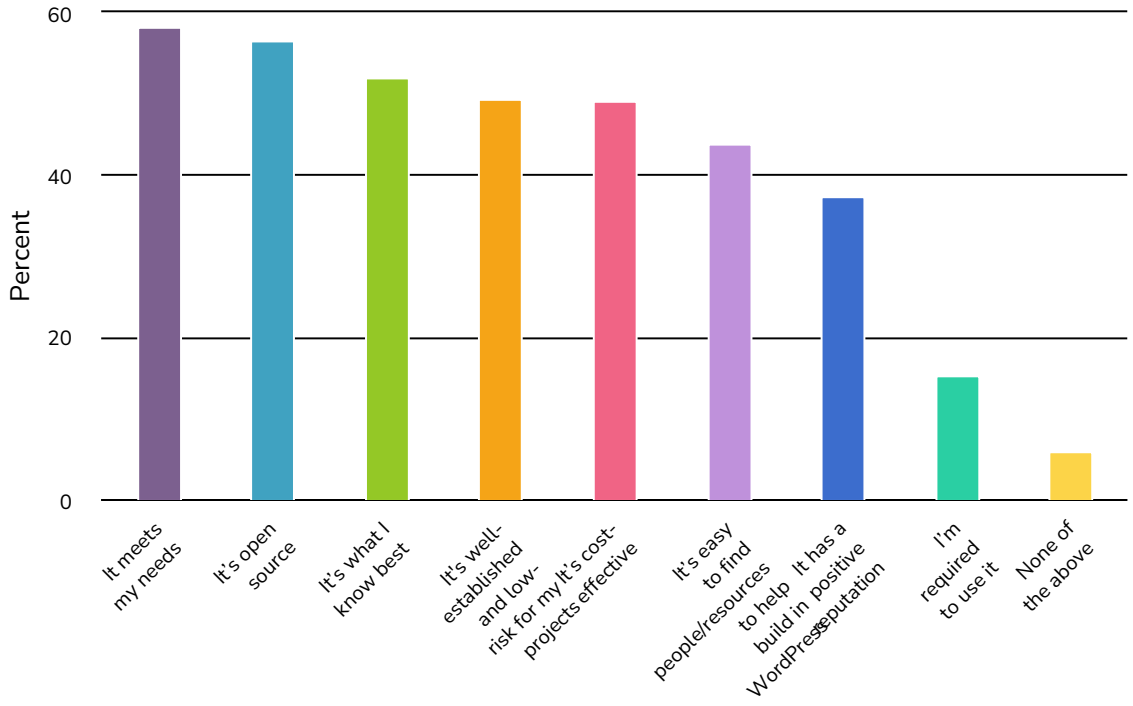
14. Rank the importance of the following aspects of your website, plugin, theme, or style variation. Each ranking (1 thru 7) can only have one item. 1 is most important; 7 is least.

Item	Overall Rank	Rank Distribution	Score	No. of Rankings
Security	1		9,338	1,941
Performance	2		9,280	1,954
Stability	3		9,075	1,919
Features	4		7,900	1,930
Accessibility	5		7,071	1,916
Backward compatibility	6		6,036	1,900
Internationalization	7		5,728	1,919

Question 14 Analysis

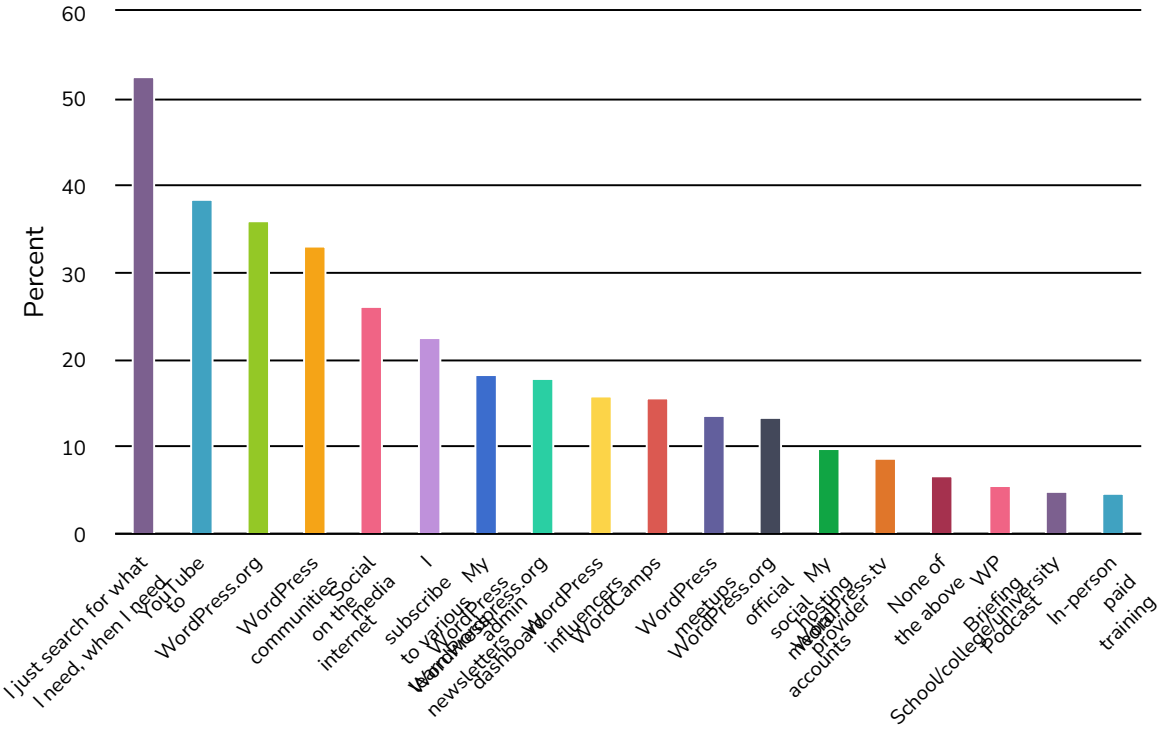
- **Security** and **Performance** were nearly a “dead heat” for most important aspect, followed very closely by **Stability**.
- Some users reported challenges answering this question due to the instructors and UI. However, a more intuitive “card sort” option was shelved because it wasn’t as accessible.

15. Why do you use WordPress instead of other tools/platforms? (Select all that apply)



Value	Percent	Responses
It meets my needs	58.4%	2,268
It's open source	56.6%	2,196
It's what I know best	52.0%	2,018
It's well-established and low-risk for my projects	49.4%	1,920
It's cost-effective	49.1%	1,906
It's easy to find people/resources to help build in WordPress	44.0%	1,710
It has a positive reputation	37.5%	1,456
I'm required to use it	15.3%	594
None of the above	6.1%	237

16. Where do you go for WordPress news and training? (Select all that apply)



Value	Percent	Responses
I just search for what I need, when I need to	52.7%	2,045
YouTube	38.6%	1,500
WordPress.org	36.1%	1,401
WordPress communities on the internet	33.2%	1,291
Social media	26.3%	1,021
I subscribe to various WordPress newsletters	22.7%	881
My WordPress admin dashboard	18.4%	713
learn.wordpress.org	18.0%	699
WordPress influencers	15.9%	619
WordCamps	15.7%	610
WordPress meetups	13.7%	531
WordPress.org official social media accounts	13.5%	524
My hosting provider	9.9%	386
WordPress.tv	8.8%	343
None of the above	6.8%	263
WP Briefing Podcast	5.5%	213
School/college/university	5.0%	194
In-person paid training	4.7%	181

Question 16 Analysis

- **Significant increases**
  - My WP admin dashboard
  - learn.wordpress.org
  - WP social media
  - School/college/university
  - In-person paid training
- **Significant decreases**
  - WordPress.org
  - WP influencers
  - "None of the above"

17. The top 20 most popular plugins (as of July 2023) are listed below. Please select up to three 3 plugins you think are essential when building WordPress sites.

Value	Percent	Responses
Yoast SEO	23.3%	906
Classic Editor	18.4%	715
WooCommerce	17.3%	670
Wordfence	15.6%	605
None of the above	14.6%	566
Jetpack	13.5%	523
Contact Form 7	13.3%	518
Akismet Spam Protection	12.3%	476
Elementor Website Builder	11.9%	463
Google Site Kit	10.4%	402

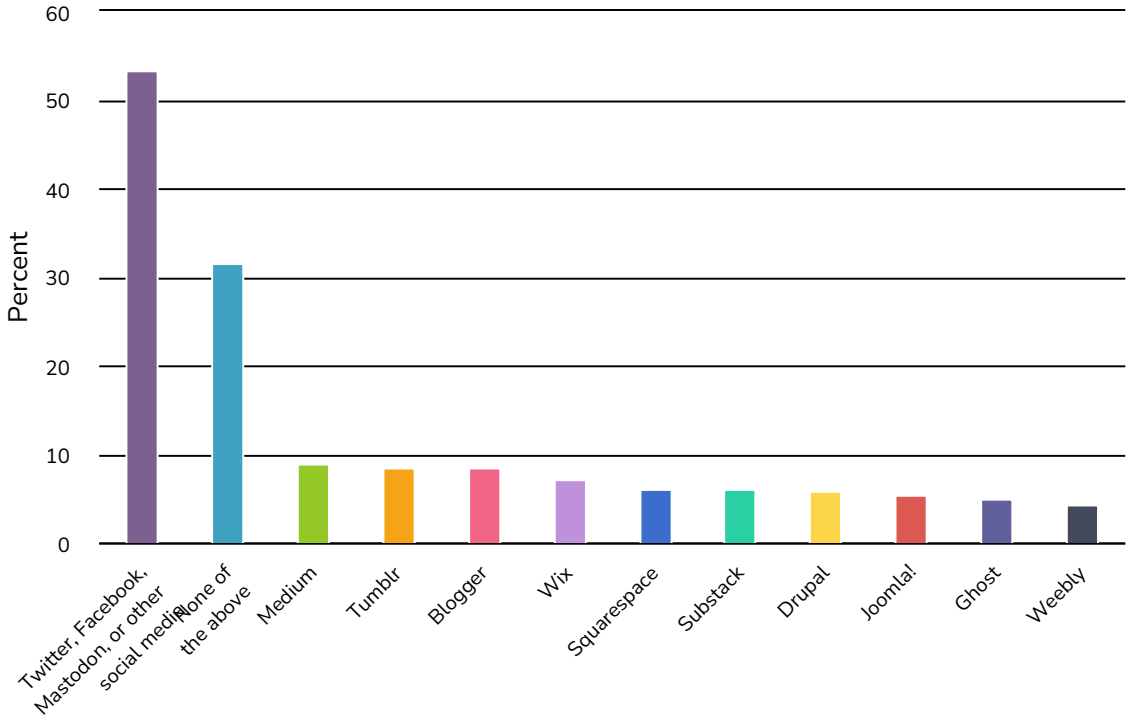
Value	Percent	Responses
WP Mail SMTP	10.2%	397
UpdraftPlus	8.7%	339
LiteSpeed Cache	7.9%	307
All-in-One WP Migration	7.5%	290
WordPress Importer	6.6%	257
All-in-One SEO	6.6%	256
Really Simple SSL	6.3%	243
Duplicate Page	5.6%	218
Yoast Duplicate Post	4.6%	180
Contact Form by WPForms	4.5%	175
MonsterInsights Google Analytics	2.9%	111

Question 17 Analysis

Notable changes:

- “None” dropped from 21% to 15%
- “Contact Form 7” dropped from 18% to 13%
- “Jetpack” increased from 9% to 14%
- “Lightspeed” increased from 6% to 8%
- “WP Mail” increased from 6% to 10%
- “WP Importer” increased from 4% to 7%
- “MonsterInsights” increased from 1% to 3%
- New to the list is “Google Site Kit” (Top 10 @ 10%)
- Falling off the list is “Contact Form” by WPForms

18. Aside from WordPress, which other tools do you regularly use for your online publishing needs? (Select all that apply)



Value	Percent	Responses
Twitter, Facebook, Mastodon, or other social media	53.3%	2,068
None of the above	31.7%	1,230
Medium	9.0%	351
Tumblr	8.6%	334
Blogger	8.5%	330
Wix	7.3%	285
Squarespace	6.1%	237
Substack	6.1%	236
Drupal	5.9%	230
Joomla!	5.4%	209
Ghost	5.0%	194
Weebly	4.5%	176

19. WordPress is as good as, or better than, other site builders and CMSs.

Value	Percent	Responses
Strongly disagree	6.9%	268
Disagree	6.1%	237
Neutral	23.7%	920
Agree	36.1%	1,402
Strongly agree	27.2%	1,055

Totals: 3,882

Question 19 Analysis

- 63% agree/strongly agree vs 68% in 2022
- 24% neutral vs 23% in 2022
- 13% disagree/strongly disagree vs 9% in 2022

20. What's the best thing about WordPress? (Select up to 3)

Value	Percent	Responses
It’s open source	29.0%	1,128
Plugin options	25.8%	1,002
Customization	22.1%	860
Ease of use	21.7%	841
Flexibility	18.5%	719
It’s everywhere (universal)	17.6%	684
Cost	17.0%	660
Community (events, support, forums)	14.5%	564
Stability	10.5%	407
Limitless configurations	9.3%	363
Performance	7.7%	299
Theme diversity/ease of swapping themes	7.5%	292
Scalability	7.2%	280
Accessibility	6.9%	266
Integration with other systems	6.2%	240
Support	6.2%	239
Block themes	5.3%	206
Reputation	5.3%	205

Value	Percent	Responses
Variety of hosting options	5.3%	205
Backward compatibility	4.8%	188
None of the above	4.4%	169
Training	3.4%	131

Question 20 Analysis

Limitless configurations, performance, scalability, accessibility, integration, hosting, and support all saw 100% or greater increases year/year.

Ease of use, flexibility, cost, and block themes all saw large decreases.

Value	2023	2022	Change
It's open source	29.0%	28.0%	4%
Plugin options	25.8%	30.0%	-14%
Customization	22.1%	18.0%	23%
Ease of use	21.7%	32.0%	-32%
Flexibility	18.5%	31.0%	-40%
It's everywhere (universal)	17.6%	11.0%	60%
Cost	17.0%	27.0%	-37%
Community (events, support, forums)	14.5%	12.0%	21%
Stability	10.5%	7.0%	50%
Limitless configurations	9.3%	4.0%	133%
Performance	7.7%	3.0%	157%
Theme diversity/ease of swapping themes	7.5%	8.0%	-6%
Scalability	7.2%	3.0%	140%
Accessibility	6.9%	2.5%	176%
Integration with other systems	6.2%	3.0%	107%
Support	6.2%	2.5%	148%
Block themes	5.3%	10.0%	-47%
Reputation	5.3%	4.0%	33%
Variety of hosting options	5.3%	2.0%	165%
Backward compatibility	4.8%	3.0%	60%
None of the above	4.4%	10.0%	-56%
Training	3.4%	2.0%	70%

21. What's the most frustrating thing about WordPress? (Select up to 3)

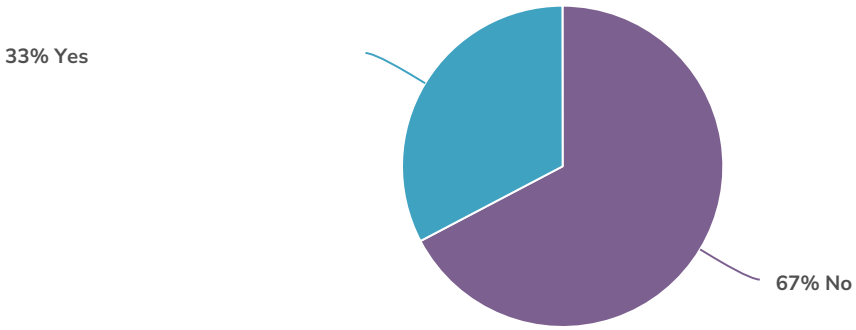
Value	Percent	Responses
Too many plugins (finding the right one)	18.6%	723
Site editing experience is not robust enough	17.0%	659
Security	16.4%	636
Performance is too slow	16.2%	628
None of the above	15.8%	612
Site editing is difficult to learn	14.7%	569
Maintenance and updates are too frequent or confusing	12.3%	477
Slow improvements	10.9%	422
Complexity	10.0%	390
Customizing is difficult	9.2%	357
Too many themes (finding the right one)	8.6%	335
Configuration is difficult and/or confusing	7.9%	307
Designing sites is difficult compared to alternatives	7.9%	305
Hosting is expensive and/or complicated	6.8%	263
Lack of features	6.7%	262
Accessibility is not adequate	6.5%	254
Support is tough to find	6.0%	232

Value	Percent	Responses
Backend requirements are too cumbersome and/or confusing	5.7%	220
Training is not adequate	4.2%	164
Publishing is too difficult	3.0%	118

Question 21 Analysis

Value	2023	2022	Change
Too many plugins...	19%	8%	133%
Site editing experience...	17%	n/a	n/a
Security	16%	n/a	n/a
Performance is too slow	16%	15%	8%
None of the above	16%	19%	-17%
Site editing is difficult to learn	15%	26%	-43%
Maintenance/updates too frequent...	12%	9%	37%
Slow improvements	11%	9%	21%
Complexity	10%	9%	11%
Customizing is difficult	9%	6%	53%
Too many themes...	9%	5%	72%
Configuration is difficult...	8%	4%	98%
Designing sites is difficult...	8%	5%	58%
Hosting is expensive...	7%	3%	127%
Lack of features	7%	6%	12%
Accessibility is not adequate	7%	6%	8%
Support is tough to find	6%	5%	20%
Backend req's too cumbersome...	6%	4%	43%
Training is not adequate	4%	4%	5%
Publishing is too difficult	3%	1%	200%

22. Do you contribute to the WordPress project?



Value	Percent	Responses
No	67.3%	2,614
Yes	32.7%	1,269

Totals: 3,883

23. The WordPress roadmap includes plans for introducing collaborative editing (phase 3) and eventually support (in core) for multilingual sites (phase 4.) These are good plans to enhance the WordPress experience for developers, creators, and publishers alike.

Value	Percent	Responses
Strongly disagree	12.7%	160
Disagree	8.0%	101
Neutral	21.9%	277
Agree	33.4%	422
Strongly agree	24.1%	304

Totals: 1,264

24. Are you aware of the following? (Select all that apply.)

Value	Percent	Responses
The benefits of WordPress being open source software	55.7%	704
The difference between WordPress.org and WordPress.com	53.1%	672
WordPress meetups	51.3%	649
WordCamps	51.1%	647
How to get involved with contributing to WordPress (technical or non-technical)	47.5%	601
WordPress Developer Blog	47.4%	599
Anyone can submit an enhancement request or bug report	46.6%	589
Free educational workshops, lessons, and videos on learn.wordpress.org	45.0%	569
How to submit an enhancement request or bug report	40.5%	512
Five for the Future and how it contributes to the sustainability of the WordPress open source project	38.3%	484
WordPress Briefing Podcast	25.4%	321
The purpose of the proposed “NextGen” WordCamps (and how to submit an idea for one)	22.3%	282
The contributor mentorship program and how to participate in it	21.9%	277
None of the above	9.2%	117

25. Select up to three areas of WordPress that need more attention.

Value	Percent	Responses

Value	Percent	Responses
Performance	18.6%	235
Security	17.7%	224
Developer resources (examples, demos, docs, tutorials, etc.)	15.7%	199
Design/UI	13.6%	172
Core functionality/stability	13.3%	168
Mobile/Apps	12.8%	162
Polyglots/translations/multilingual	12.3%	155
Leadership/talent pipeline	12.1%	153
Accessibility	11.7%	148
Marketing	11.3%	143
Documentation	10.5%	133
Plugins	10.0%	126
Training/education	8.5%	107
Support	8.3%	105
Sustainability	8.1%	102
Need more contributors	7.9%	100
Photos	7.7%	97

Value	Percent	Responses
Themes	7.4%	94
Diversity, equity, inclusion, and belonging	6.8%	86
Testing	6.5%	82
Events	6.0%	76
None of the above	5.1%	65
Collaborative editing	5.1%	64

26. I have a positive experience as a contributor.

Value	Percent	Responses
Strongly disagree	10.2%	129
Disagree	8.4%	106
Neutral	26.2%	331
Agree	35.7%	452
Strongly agree	19.5%	247

Totals: 1,265

Question 26 Analysis

In 2022...

64% agree/strongly agree vs. 55% in 2023
24% neutral vs. 26% in 2023
13% disagree vs. 19% in 2023

27. I feel welcome when participating in the WordPress Community (whether I'm contributing, posting, sharing, speaking at an event, attending an event, etc.)

Value	Percent	Responses
Strongly disagree	10.7%	135
Disagree	8.3%	105
Neutral	23.7%	300
Agree	32.9%	416
Strongly agree	24.4%	309

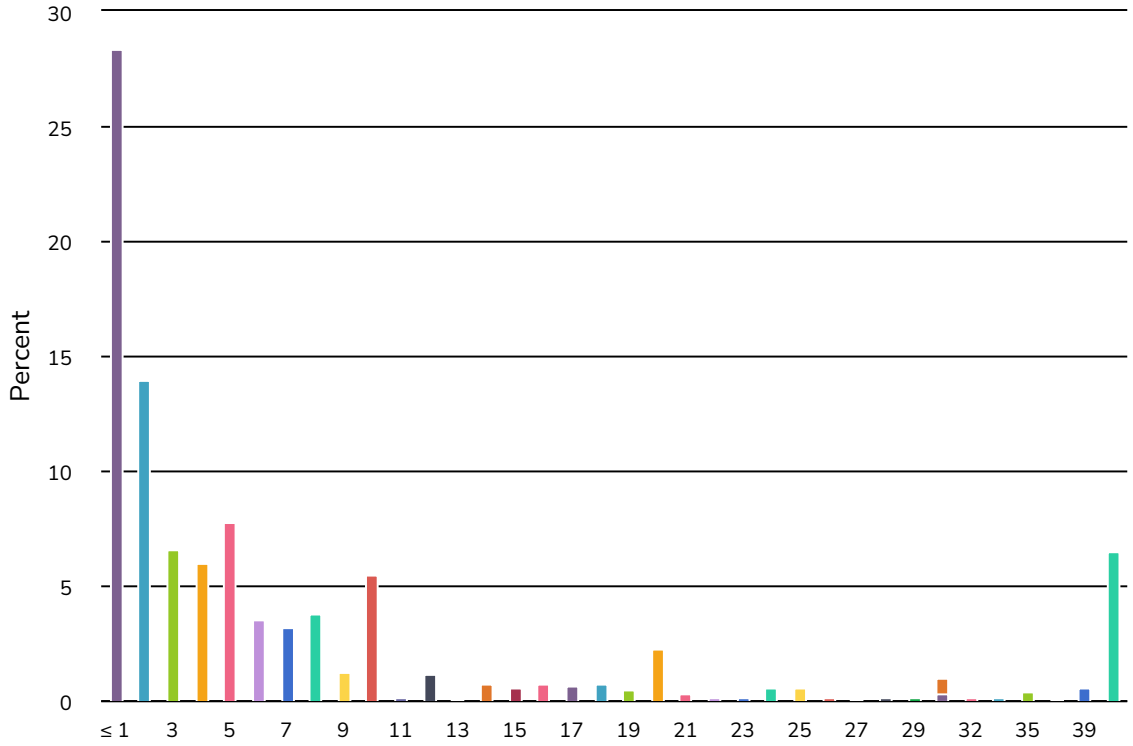
Totals: 1,265

Question 27 Analysis

In 2022...

64% agree/strongly agree vs. 57% in 2023
24% neutral vs. 24% in 2023
12% disagree vs. 19% in 2023

28. How many hours, on average, do you contribute to WordPress each week?



Value	Percent	Responses
≤ 1	28.4%	358
2	14.0%	177
3	6.6%	83
4	6.0%	76
5	7.8%	99
6	3.6%	45
7	3.2%	40
8	3.8%	48

Totals: 1,262

Value	Percent	Responses	
10	5.5%	70	
≥ 40	6.5%	82	
9		1.3%	16
11		0.2%	3
12		1.2%	15
13		0.1%	1
14		0.8%	10
15		0.6%	8
16		0.8%	10
17		0.7%	9
18		0.8%	10
19		0.5%	6
20		2.3%	29
21		0.3%	4
22		0.2%	3
23		0.2%	2
24		0.6%	8
25		0.6%	8
26		0.2%	2
27		0.1%	1
28		0.2%	2
29		0.2%	2

Totals: 1,262

Value	Percent	Responses	
30		1.0%	13
32		0.2%	2
30		0.3%	4
34		0.2%	2
35		0.4%	5
37		0.1%	1
39		0.6%	8

Totals: 1,262

Question 28 Analysis

Similar distribution as in 2022, with bumps at the 5-hour intervals likely to respondents estimating their time commitments.

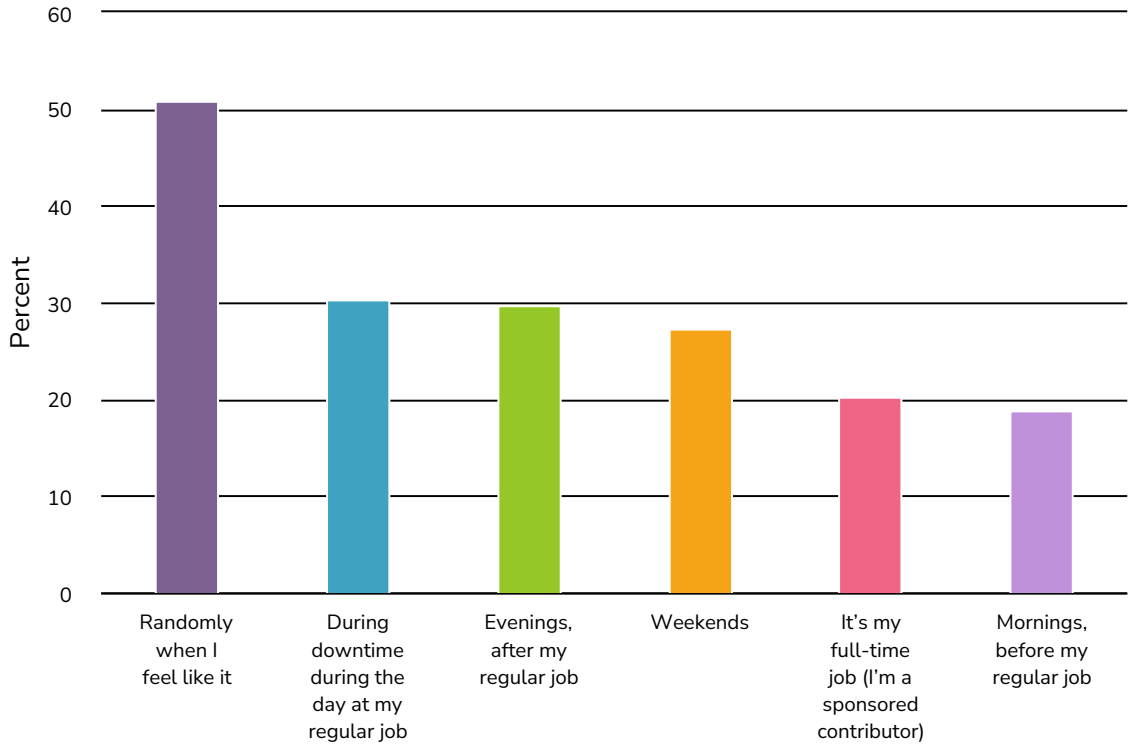
29. In 2023, have you participated in any official WordPress project teams? If so, approximately how many hours do you contribute, on average, per week?

	< 2	2 - 5	6 - 10	11 - 20	21 - 40	Did not participate	Responses
Accessibility Count Row %	180 14.2%	88 6.9%	66 5.2%	54 4.3%	81 6.4%	798 63.0%	1,267
CLI Count Row %	148 11.7%	99 7.8%	77 6.1%	52 4.1%	51 4.0%	840 66.3%	1,267
Community (including local organizers) Count Row %	177 14.0%	129 10.2%	98 7.7%	70 5.5%	58 4.6%	735 58.0%	1,267

	< 2	2 - 5	6 - 10	11 - 20	21 - 40	Did not participate	Responses
Core							
Count	207	117	84	57	57	745	1,267
Row %	16.3%	9.2%	6.6%	4.5%	4.5%	58.8%	
Design							
Count	155	98	81	59	54	820	1,267
Row %	12.2%	7.7%	6.4%	4.7%	4.3%	64.7%	
Documentation							
Count	158	112	72	62	50	813	1,267
Row %	12.5%	8.8%	5.7%	4.9%	3.9%	64.2%	
Hosting							
Count	133	96	77	53	48	860	1,267
Row %	10.5%	7.6%	6.1%	4.2%	3.8%	67.9%	
Marketing							
Count	140	102	71	52	49	853	1,267
Row %	11.0%	8.1%	5.6%	4.1%	3.9%	67.3%	
Meta							
Count	152	95	82	57	41	840	1,267
Row %	12.0%	7.5%	6.5%	4.5%	3.2%	66.3%	
Mobile							
Count	134	82	78	55	48	870	1,267
Row %	10.6%	6.5%	6.2%	4.3%	3.8%	68.7%	
Openverse							
Count	130	66	78	51	51	891	1,267
Row %	10.3%	5.2%	6.2%	4.0%	4.0%	70.3%	
Performance							
Count	137	79	81	53	54	863	1,267
Row %	10.8%	6.2%	6.4%	4.2%	4.3%	68.1%	
Photos							
Count	160	82	74	58	49	844	1,267
Row %	12.6%	6.5%	5.8%	4.6%	3.9%	66.6%	
Plugins							
Count	152	104	76	56	61	818	1,267
Row %	12.0%	8.2%	6.0%	4.4%	4.8%	64.6%	

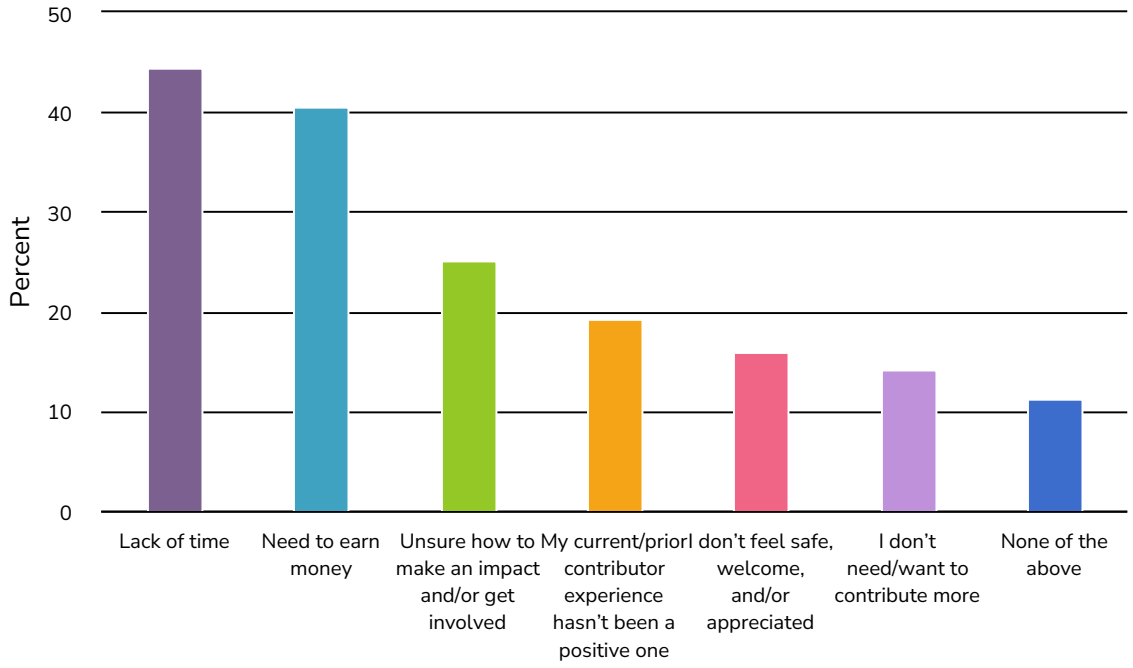
	< 2	2 - 5	6 - 10	11 - 20	21 - 40	Did not participate	Responses
Polyglots (including local translators) Count Row %	178 14.0%	107 8.4%	89 7.0%	58 4.6%	56 4.4%	779 61.5%	1,267
Support Count Row %	156 12.3%	112 8.8%	86 6.8%	51 4.0%	52 4.1%	810 63.9%	1,267
Sustainability Count Row %	121 9.6%	78 6.2%	77 6.1%	48 3.8%	48 3.8%	895 70.6%	1,267
Test Count Row %	133 10.5%	110 8.7%	80 6.3%	49 3.9%	45 3.6%	850 67.1%	1,267
Tide Count Row %	113 8.9%	77 6.1%	64 5.1%	55 4.3%	40 3.2%	918 72.5%	1,267
Training (Learn) Count Row %	138 10.9%	94 7.4%	69 5.4%	60 4.7%	48 3.8%	858 67.7%	1,267
TV Count Row %	117 9.2%	85 6.7%	76 6.0%	44 3.5%	63 5.0%	882 69.6%	1,267
Totals Total Responses							1267

30. When do you normally contribute to WordPress? (Select all that apply)



Value	Percent	Responses
Randomly when I feel like it	51.0%	645
During downtime during the day at my regular job	30.4%	385
Evenings, after my regular job	29.8%	377
Weekends	27.4%	346
It's my full-time job (I'm a sponsored contributor)	20.3%	257
Mornings, before my regular job	19.0%	240

31. What prevents you from contributing more? (Select all that apply)



Value	Percent	Responses
Lack of time	44.5%	563
Need to earn money	40.7%	515
Unsure how to make an impact and/or get involved	25.1%	317
My current/prior contributor experience hasn't been a positive one	19.3%	244
I don't feel safe, welcome, and/or appreciated	16.0%	203
I don't need/want to contribute more	14.2%	180
None of the above	11.3%	143

32. I feel my contributions are recognized appropriately.

Value	Percent	Responses
Strongly disagree	11.1%	140
Disagree	8.5%	107
Neutral	34.3%	434
Agree	31.1%	393
Strongly agree	15.1%	191

Totals: 1,265

Question 32 Analysis

In 2022...

51% agree/strongly agree vs. 46% in 2023
33% neutral vs. 34% in 2023
16% disagree vs. 20% in 2023